

AZURE Diving Deeper -

Introduction to Azure -

Microsoft Azure is the fastest growing Cloud Infrastructure Platform on the planet today.

Sure, AWS still dwarfs all the other major Cloud providers including Microsoft Azure but I think Azure has stronger Hybrid Cloud capability and operates in 19 regions across the world (and it's the only one with capability in China). Plus Azure (and the Microsoft Cloud in general) is rapidly adopting and adapting the standards of other operating systems and embracing competing software platforms to ensure Azure stays relevant to as many people and companies as possible.

Azure Business

Ability to Scale on Demand

It can be hard to predict how your business will grow, or if and when you will require extra resources for short term 'bursts' of traffic or transaction volume. Increased growth or other demands often demands running applications with high load, or additional applications that most traditional hosting models cannot handle.

So it's a big advantage that Azure was built to scale alongside your business. One way Azure does this is by loading your applications as a cluster that allocates a web application to a specific set of processes. The result is that all of your applications are not forced to run off a single server and you will thus never run out of server capacity. As a bonus, Azure can even be managed to auto scale based on load or schedule.

Flexibility

In the quickly evolving technology sector you need a hosting solution that can quickly evolve as your needs change. Azure is simple to adapt and offers a host of application building blocks and services that will allow you to customise the cloud as needed.

Cost Competitive

With Microsoft's huge customer base, they have been able to pass volume discounts on to their customers. And it's a good bet that Azure costs will go down as the competition heats up with AWS and Google. Additionally, Azure works off a pay-as-you-go model, which reduces the upfront costs to small businesses and those that sign a contract can receive an additional enterprise discount.

Customer support

Azure infrastructure is now in 19 regions across the globe, with multiple data center regions in the US, Europe, China, Asia and the Pacific. They provide support plans in English and Japanese and offer support plans in many more languages.

Hybrid Capability

Unlike AWS's cloud only approach, Windows Azure provides you with the ability to create hybrid environments, allowing you to leverage your on-premise resources and the benefits of the cloud without costly workarounds. With Azure you can also build hybrid applications.

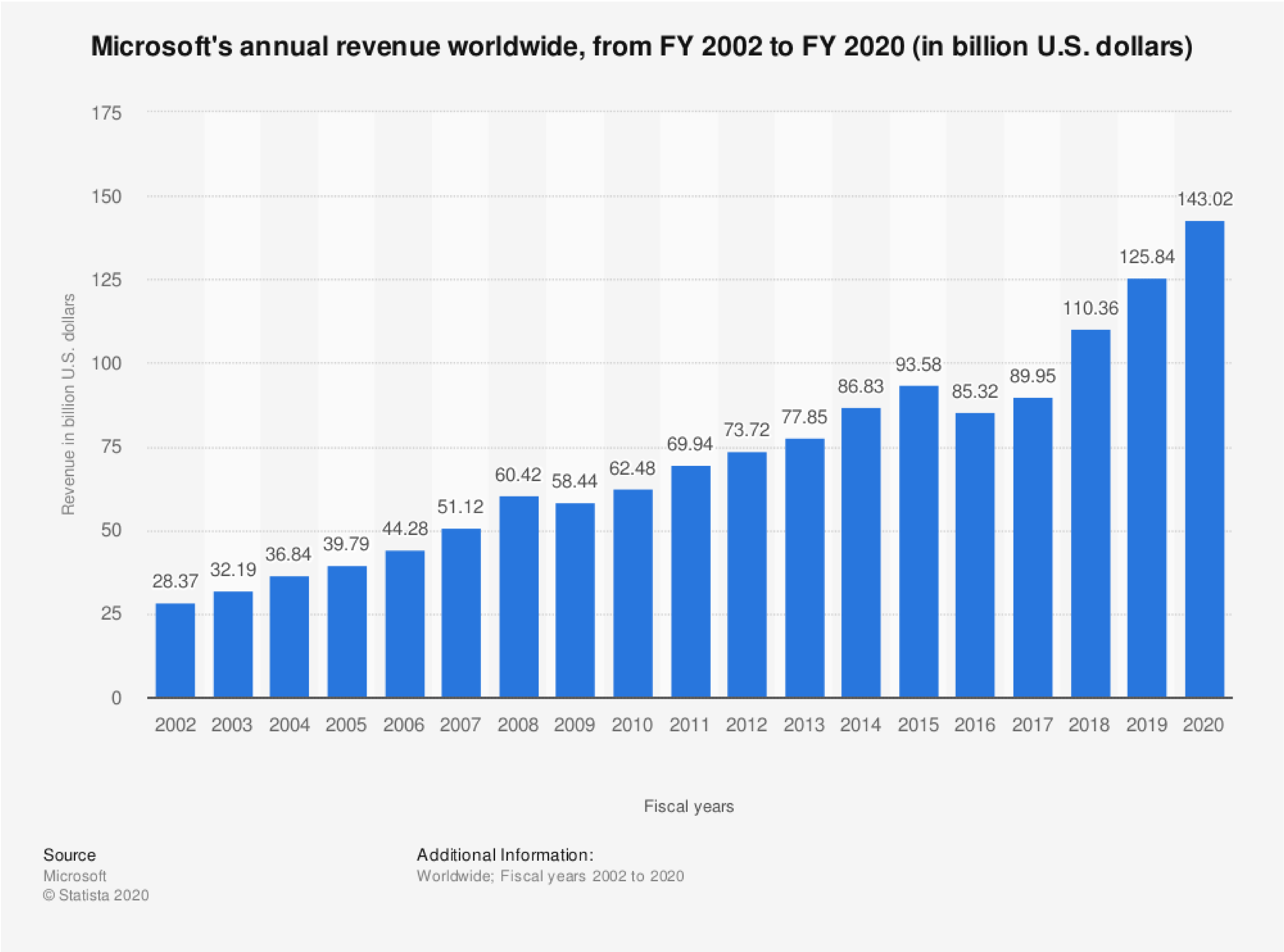
Services Exposed by Azure



TECHNOVERT
Approach

Azure Growth over the past few

Azure was announced in October 2008, started with codename "Project Red Dog", and released on February 1, 2010, as Windows Azure before being renamed to Microsoft Azure on March 25, 2014.



The over all growth from FY 2002 to FY 2022 is showing positive outcomes but on the other hand the we observe that that growth rate is falling down somewhere on the line. The next image clearly shows the decreasing fall rate in the FY18 - FY20.



Azure Growth Rate (constant currency)

FY18 Q3	89%
FY18 Q4	85%
FY19 Q1	76%
FY19 Q2	76%
FY19 Q3	73%
FY19 Q4	64%
FY20 Q1	63%
FY20 Q2	64%
FY20 Q3	61%
FY20 Q4	50%

How much potential is there and should we use Azure?

Microsoft has leveraged its constantly-expanding worldwide network of data centers to create Azure, a cloud platform for building, deploying, and managing services and applications, anywhere. Azure lets you add cloud capabilities to your existing network through its platform as a service (PaaS) model, or entrust Microsoft with all of your computing and network needs with Infrastructure as a Service (IaaS). Either option provides secure, reliable access to your cloud hosted data—one built on Microsoft's proven architecture. Azure provides an ever expanding array of products and services designed to meet all your needs through one convenient, easy to manage platform. Below are just some of the capabilities Microsoft offers through Azure and tips for determining if the Microsoft cloud is the right choice for your organization.